

PRESSE KIT
THE "5 BY PEUGEOT" CONCEPT CAR



PEUGEOT

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A NEW LUXURY SALOON DRIVING EXPERIENCE

As part of its new Marque project, Peugeot is launching a double product offensive: the development of new markets and the strengthening of its presence in its historic market segments.

The *5 By Peugeot* concept demonstrates the Marque’s ambitions in the large luxury vehicle segment.

Its pure and elegant lines blend with subtle technological details to create an overall effect of timeless, exclusive and modern design.

Its exterior design conceals Peugeot’s *HYbrid4* technology, integrating driving pleasure with new environmental challenges: 147 kW (200 bhp), four-wheel drive and an emissions level of 99 g/km of CO₂ (or 0 in electric mode).

THE EXPRESSION OF STRONG DESIGN

With its dimensions, proportions and styling, the *5 By Peugeot* concept is a response by the Marque to radical changes in the market for large, luxury saloons. This development reflects the continual search for more status, quality and performance, but also modernity... a modernity that encompasses the vehicle’s general efficiency in terms of architecture, engines and styling.

All over the world, this desire is shared by customers in the “large saloon” (M2) and “luxury” (H) segments, where these traditional values can be found.

5 By Peugeot expresses the Marque’s vision and know-how of the large touring car market. This concept car is designed and built to suggest elegance and precision, without in any way sacrificing the personality and dynamism so beloved of the Marque. The emotion aroused by its exterior design holds the promise of exceptional interior space, convenience and comfort.

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A MODERN, PRESTIGIOUS AND TIMELESS STYLE

The design of the *5 By Peugeot* concept has been guided by the ongoing research into perfectly **balanced** and **streamlined** body shapes.

The contours of its three-compartment body flow smoothly, unruffled and without interruption or embellishment from the end of the bonnet to the top of the boot: all surfaces are flush-fitting, with clearances between each element precisely determined to obtain an assembly quality rivalling that of a goldsmith. The overall effect is that of a vehicle “hewn from a solid block of material”.

At the front, the finish of the **feline expression** is spectacular: “**LED tubes**” are highlighted by a luminescent surround that blends with the body.

The headlamps frame a unique front grille, characteristic of the Marque’s signature, whose aesthetic codes are reinterpreted following the example of the *Peugeot SR1* concept car. Indeed this **grille** appears to be detached from the vehicle, as if **suspended**.

The new Lion naturally takes its place in a sculptured section at the end of the long aluminium bonnet.

The streamlined sides of the concept car are enhanced by bevelled, brushed-aluminium window surrounds, door handles in the same material, and sculpted 19” wheel trims.

The rear design suggests robustness and power. The particularly expressive lights are composed of **three raised red clusters**, also clearly distinguishing the vehicle at night; they are a reference to certain of the Marque’s historic models.

THE PROMISE OF NEW MOTORING ENJOYMENT BEHIND THE WHEEL

The elegance, precision and contained dynamism suggested by the car’s exterior styling is also reflected in the car’s technical specification. The *5 By Peugeot* concept incorporates **HYbrid4 technology** which will be launched as standard on the 3008 from 2011.

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A 2.0 l HDi FAP 120 kW (163 bhp) diesel engine, mounted at the front of the vehicle, is combined with a 27 kW (37 bhp) electric motor at the rear. This provides the concept car with an overall maximum power of 147 kW (200 bhp). It also benefits from an electric only mode at low speeds, four-wheel drive on demand, and low levels of fuel consumption and emissions (3.8 litres/100 km or 99 g/km of CO₂, or 0 in ZEV mode).

5 By Peugeot confirms once again Peugeot’s environmental strategy. This modular technology can be combined with other naturally-aspirated engines according to market requirements, and will be available on different body shapes and different platforms, helping to ensure future **motoring enjoyment**.

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DIMENSIONS (mm)	
Overall length	4,860
Overall body width	1,880
Kerb height – with full tanks	1,420
Wheelbase	2,815
Front/rear overhang	974/1,071
Front/rear track	1,643/1,614